

WHAT IS CLAIMED IS:

Sub
1. A method for generating voice/text/image commercial information through a communication system including a call process function carrying out a transfer of a commercial information to an originating telephone instead of a ringback tone or a guide message during a communication wait till a receiving side is received after the calling from the originating telephone of a subscriber to a receiving side(a receiving telephone of a subscriber or a receiving communication system) is completed, the method comprising the steps of:

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(a) checking a telephone call(S1), connecting with an information generating device(hereinafter, a commercial information ringback tone generating system/device) at an originating or a receiving communication system when the call is detected(S2), beginning to transmit a commercial information instead of the original ringback tone or the guide message to an originating side telephone from the commercial information ringback tone generating system in at least one form of a voice, a text, and/or an image during a communication wait(S3), requesting a connection to a receiving telephone from the commercial information ringback tone generating system after a first predetermined time(A-timeout) lapses(S4), and continuously transmitting the commercial information to the originating telephone(S5);

5 (b) checking whether the receiving telephone accepts the connection request(S6), checking whether a second predetermined time(B-timeout) lapses since the commercial information ringback tone is provided if the connection request is not accepted(S11), checking whether a telephone connection fails if within the second predetermined time(S14) and continuously providing the commercial information ringback tone to the originating telephone if the telephone connection does not fail(S5);

10 (c) stopping the providing of the commercial information ringback tone if the telephone connection is made in the step S6(S7), connecting a communication line between the originating telephone and the receiving telephone(S8), checking whether the communication is finished(S9), and disconnecting the communication line if the communication finishes(S10);

15 (d) stopping the sending of the commercial information ringback tone if the second predetermined time lapses since the connection request in the step S11(S12), and connecting a relay line between an originating switch system and a receiving switch system(S13); and

20 (e) stopping the sending of the commercial information ringback tone if the connection request fails(S15), releasing the relay line between the originating switch and the receiving switch(S16), checking whether a next connection request is(S17), and beginning to transmit the commercial information to the originating telephone from the commercial information ringback tone generating

system(S3).

2. The method as recited in claim 1, further comprising
the steps of requesting the connection to the receiving
telephone after the first predetermined time(A-timeout).
5 lapses in the step S4, stopping the sending of the
commercial information ringback tone and beginning to
transmit an original ringback tone or the guide message to
the originating telephone when a ringback tone hearing mode
10 is set(S18), checking whether the receiving telephone
accepts the request(S19), stopping the providing of the
ringback tone or the guide message if the request is
accepted(S20), connecting the communication line between
the originating telephone and the receiving telephone(S21),
15 checking whether the communication is finished(S22), and
disconnecting the communication line between the
originating telephone and receiving telephone.

3. The method as recited in claim 1, wherein in the
20 step (a), when a subscriber calls a receiver's phone number
by using an ordinary telephone, a mobile telephone
including any one of CDMA, PCS, TDMA, GSM, AMPS, and
IMT-2000 type telephones, a video telephone, a satellite
telephone and an internet telephone, when a pre-registered
25 subscriber calls the receiver's phone number by using the
receiver's phone number, when a subscriber calls a special
number, or a subscriber calls an automatic response
application system(ARS(Automatic Response System),

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5 VMS (Voice Mailing System), VISS (Voice Information Service System), PPS (PrePaid System) etc), the commercial information providing service sends the commercial information in forms of melody, advertisement or advertisement image to the originating telephone in at least one form of a voice like melody, a text like advertisement, and/or an image like advertisement image during a communication wait.

10 4. The method as recited in claim 1, further comprising the steps of:

in case where the commercial information ringback tone generating system is used as a toll station in the originating switch system,

15 requesting a connection to the commercial information ringback tone generating system by sending an initial address message (IAM) from the originating switch system when the originating telephone makes a call to the originating switch system, confirming the connection from 20 the commercial information ringback tone generating system by sending an address complete message (ACM) to the originating switch system, replying a receiver connection by sending an answer message (ANM) from the commercial information ringback tone generating system to the originating switch system if a charged ringback tone type 25 is set, transmitting the commercial information ringback tone from the commercial information ringback tone generating system to the originating telephone, stopping

the commercial information ringback tone when the communication connection fails after the second predetermined time(B-timeout) lapses;

5 requesting a connection for a receiving telephone to a receiving switch system from the commercial information ringback tone generating system by sending the initial address message(IAM) after the first predetermined time(A-timeout) lapses since the beginning of the commercial transmission, confirming the connection from the receiving switch system by sending the address complete message(ACM) to the commercial information ringback tone generating system, ringing the receiving telephone from the receiving switch system, sending a call progress message(CPG) from the receiving switch system to the commercial information ringback tone generating system, answering a receiving telephone connection to the commercial information ringback tone generating system from the receiving switch system by sending an answer message(ANM) when a receiver receives a call with the receiving telephone, answering the receiving telephone connection to the originating switch system from the commercial information ringback tone generating system by stopping the sending of the commercial information ringback tone and replying a receiver connection by sending the answer message in case of free ringback tone type, and 20 stopping the sending of the commercial information ringback tone to the originating switch system from the commercial information ringback tone generating system in case of the charged ringback tone type;

connecting the communication line between the originating telephone and the receiving telephone; and requesting a release to the commercial information ringback tone generating system from the originating switch system by sending a release message(REL) when the originator disconnects the communication, confirming the release to the originating switch system from the commercial information ringback tone generating system by sending a release complete message(RLC), requesting a release to the receiving switch system from the commercial information ringback tone generating system by sending a release message(REL), confirming the release to the commercial information ringback tone generating system from the receiving switch system by sending a release complete message(RLC), and finishing the communication by disconnecting the receiving telephone from the receiving switch system.

5. The method as recited in claim 1, further comprising 20 the steps of:

in a case where the commercial information ringback tone generating system is used as an end station in the originating switch system,

requesting a connection to the commercial information 25 ringback tone generating system by sending an initial address message(IAM) from the originating switch system when the originating telephone makes a call to the originating switch system, confirming the connection from

the commercial information ringback tone generating system by sending an address complete message(ACM) to the originating switch system,

5 replying a receiver connection from the commercial information ringback tone generating system to the originating switch system by sending an answer message(ANM) in case of a charged ringback tone type;

10 transmitting the commercial information from the commercial information ringback tone generating system to the originating telephone, stopping the commercial information ringback tone when the communication connection fails after the second predetermined time(B-timeout) lapses;

15 requesting a connection for a receiving telephone to a receiving switch system from the originating switch system by sending the initial address message(IAM) after the first predetermined time(A-timeout) lapses since the beginning of the commercial information transmission, confirming the connection from the receiving switch system 20 by sending the address complete message(ACM) to the originating switch system, ringing the receiving telephone from the receiving switch system, sending a call progress message(CPG) from the receiving switch system to the originating switch system, replying a receiving telephone connection to the originating switch system from the receiving switch system by sending an answer message(ANM) 25 when a receiver receives a call with the receiving telephone, and requesting a stop of the commercial

information ringback tone from the originating switch system by sending a release message to the commercial information ringback tone generating system;

5 confirming the release to the originating switch system from the commercial information ringback tone generating system by sending a release complete message (RLC);

10 connecting the communication line between the originating telephone and the receiving telephone; and

15 requesting a release to the receiving switch system from the originating switch system by sending a release message (REL) when the originator disconnects the communication, confirming the release to the originating switch system from the receiving switch system by sending a release complete message (RLC), and finishing the communication by disconnecting the receiving telephone from the receiving switch system.

20 6. The method as recited in claim 1, further comprising the steps of:

in a case where the commercial information ringback tone generating device in the originating switch system is used so as to generate commercial information ringback tone,

25 making a call to the originating switch system by using the originating telephone, requesting a connection to the commercial information ringback tone generating device from the originating switch system, and replying the

connection from the commercial information ringback tone generating device to the originating switch system;

A 5 transmitting the commercial information ringback tone to the originating telephone from the commercial information ringback tone generating device and when the connection fails after the second predetermined time(B-timeout) lapses, stopping the commercial information ringback tone;

10 10 requesting a connection to the receiving switch system by sending an initial address message(IAM) from the originating switch system after a first predetermined time(A-timeout) lapses since the beginning of the commercial information ringback tone transmission, confirming the connection to the originating switch system 15 by sending an address complete message(ACM) from the receiving switch system, ringing the receiving telephone from the receiving switch system, sending a call progress message(CPG) from the receiving switch system to the originating switch system, replying a receiver connection 20 to the originating switch system by sending an answer message(ANM) from the receiving switch system when a receiver receives a call with the receiving telephone, and requesting a release of the commercial information ringback tone to the commercial information ringback tone generating 25 device from the originating switch system;

connecting a communication line between the originating telephone and the receiving telephone; and

requesting a release to the receiving switch system

from the originating switch system by sending a release message (REL) when the originating telephone is disconnected from the originating switch system, confirming the release to the originating switch system from the receiving switch system by sending a release complete message (RLC), and finishing the communication by disconnecting the receiving telephone from the receiving switch system.

5 7. The method as recited in claim 1, further comprising
10 the steps of:

15 in a case where the commercial information ringback tone generating device outside of the receiving switch system is used so as to generate commercial information ringback tone,

20 15 making a call to the originating switch system by using the originating telephone, requesting a connection to the receiving switch system by sending an initial address message (IAM) from the originating switch system, requesting a connection to the commercial information ringback tone generating system by sending an initial address message (IAM) from the receiving switch system, confirming the connection from the commercial information ringback tone generating device to the receiving switch system by sending an address complete message (ACM), confirming the 25 connection to the originating switch system by sending an ACM from the receiving switch system, replying a connection to the receiving switch system from the commercial information ringback tone generating system by sending an

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answer message(ANM), and replying a connection to the originating switch system from the receiving switch system by sending an answer message(ANM);

5 transmitting the commercial information ringback tone to the originating telephone from the commercial information ringback tone generating system, and when the connection fails after the second predetermined time(B-timeout) lapses, stopping the commercial information ringback tone;

10 requesting a connection to the receiving switch system by sending an initial address message(IAM) from the commercial information ringback tone generating system after the first predetermined time(A-timeout) lapses since the beginning of the commercial information ringback tone

15 transmission, confirming the connection to the commercial information ringback tone generating system by sending an address complete message(ACM) from the receiving switch system, ringing the receiving telephone from the receiving switch system, sending a call progress message(CPG) from the receiving switch system to the commercial information ringback tone generating system, replying a receiver connection to the commercial information ringback tone generating system by sending an answer message(ANM) from the receiving switch system when a receiver receives a call 20 with the receiving telephone;

25 stopping the commercial information ringback tone to the originating switch system from the commercial information ringback tone generating system and replying a

connection by sending an answer message(ANM) in case of free ringback tone type, and stopping the commercial information ringback tone to the originating switch system from the commercial information ringback tone generating system in case of charged ringback tone type;

5 connecting a communication line between the originating telephone and the receiving telephone; and

requesting a release of the commercial information Ringback tone to the commercial information Ringback tone generating system from the originating switch system by sending a release message(REL) when the receiving telephone is disconnected from the originating switch system, confirming the release to the originating switch system from the commercial information ringback tone generating system by sending a release complete message(RLC), requesting a release to the receiving switch system from the commercial information ringback tone generating system by sending a release message(REL), confirming the release to the commercial information ringback tone generating system from the receiving switch system by sending a release complete message(RLC), and finishing the communication by disconnecting the receiving telephone from the receiving switch system.

25 8. The method as recited in claim 1, further comprising the steps of:

in a case where the commercial information ringback tone generating system is set as an end station outside of

the receiving switch system,

making a call to the originating switch system by using the originating telephone, requesting a connection to the receiving switch system by sending an initial address

5 message(IAM) from the originating switch system, requesting a connection to the commercial information ringback tone generating system by sending an initial address

message(IAM) from the receiving switch system, confirming a connection from the commercial information ringback tone generating system to the receiving switch system by sending an address complete message(ACM), confirming a connection

10 from the receiving switch system to the originating switch system by sending an address complete message(ACM),

replying a receiver connection to the receiving switch system from the commercial information ringback tone generating system by sending an answer message(ANM) in case of charged ringback tone type, and replying a receiver

15 connection to the originating switch system from the receiving switch system by sending an answer message(ANM);

20 transmitting the commercial information ringback tone to the originating telephone from the commercial

information ringback tone generating system, and when the connection fails after the second predetermined time(B-timeout) lapses, stopping the commercial information

25 ringback tone;

requesting a release and requesting a stop of the commercial information ringback tone to the commercial information ringback tone generating system from the

the receiving switch system,

making a call to the originating switch system by using the originating telephone, requesting a connection to the receiving switch system by sending an initial address message(IAM) from the originating switch system, requesting a connection to the commercial information ringback tone generating system by sending an initial address message(IAM) from the receiving switch system, confirming a connection from the commercial information ringback tone generating system to the receiving switch system by sending an address complete message(ACM), confirming a connection from the receiving switch system to the originating switch system by sending an address complete message(ACM), replying a receiver connection to the receiving switch system from the commercial information ringback tone generating system by sending an answer message(ANM) in case of charged ringback tone type, and replying a receiver connection to the originating switch system from the receiving switch system by sending an answer message(ANM);

transmitting the commercial information ringback tone to the originating telephone from the commercial information ringback tone generating system, and when the connection fails after the second predetermined time(B-timeout) lapses, stopping the commercial information ringback tone;

requesting a release and requesting a stop of the commercial information ringback tone to the commercial information ringback tone generating system from the

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5 receiving switch system by sending a release message (REL) when the receiving telephone ringing and a receiver receives a call with the receiving telephone after the first predetermined time (A-timeout) lapses since the beginning of the commercial information ringback tone transmission;

10 confirming a release to the receiving switch system by sending a release complete message (RLC) from the commercial information ringback tone generating system and replying a receiver connection to the originating switch system by sending an answer message (ANM) from the receiving switch system in case of free ringback tone type;

15 connecting the communication line between the originating telephone and the receiving telephone; and

20 requesting a release to the receiving switch system from the originating switch system by sending a release message (REL) when the originating telephone is disconnected from the originating switch system, confirming the release to the originating switch system from the receiving switch system by sending a release complete message (RLC), and finishing the communication by disconnecting the receiving telephone from the receiving switch system.

25 9. The method as recited in claim 1, further comprising the steps of:

in a case where the commercial information ringback tone is generated through the commercial information ringback tone generating device in the receiving switch

system,

making a call to the originating switch system by using the originating telephone, requesting a connection to the receiving switch system by sending an initial address message(IAM) from the originating switch system, confirming the connection to the originating switch system by sending an address complete message(ACM) from the receiving switch system, requesting a connection to the commercial information ringback tone generating device from the receiving switch system, replying the connection to the receiving switch system from the commercial information ringback tone generating device, and answering a connection to the originating switch system from the receiving switch system by sending an answer message(ANM) in case of charged ringback tone type;

transmitting the commercial information ringback tone to the originating telephone from the commercial information ringback tone generating device in the receiving switch system;

sending a call progress message(CPG) to the originating switch system from the receiving switch system when the receiving telephone rings by the receiving switch system after the first predetermined time(A-timeout) lapses since the beginning of the commercial information ringback tone transmission from the commercial information ringback tone generating device to the originating telephone, requesting a stop of the commercial information ringback tone to the commercial information ringback tone generating

system,

making a call to the originating switch system by using the originating telephone, requesting a connection to the receiving switch system by sending an initial address message(IAM) from the originating switch system, confirming the connection to the originating switch system by sending an address complete message(ACM) from the receiving switch system, requesting a connection to the commercial information ringback tone generating device from the receiving switch system, replying the connection to the receiving switch system from the commercial information ringback tone generating device, and answering a connection to the originating switch system from the receiving switch system by sending an answer message(ANM) in case of charged ringback tone type;

transmitting the commercial information ringback tone to the originating telephone from the commercial information ringback tone generating device in the receiving switch system;

sending a call progress message(CPG) to the originating switch system from the receiving switch system when the receiving telephone rings by the receiving switch system after the first predetermined time(A-timeout) lapses since the beginning of the commercial information ringback tone transmission from the commercial information ringback tone generating device to the originating telephone, requesting a stop of the commercial information ringback tone to the commercial information ringback tone generating

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device from the commercial information ringback tone generating device when a receiver receives a call with the receiving telephone;

5 replying a receiver connection to the originating switch system from the receiving switch system by sending an answer message(ANM) in case of free ringback tone type;

connecting the communication line between the originating telephone and the receiving telephone; and

10 requesting a release to the receiving switch system from the originating switch system by sending a release message(REL) when the originating telephone is disconnected from the originating switch system, confirming the release to the originating switch system from the receiving switch system by sending a release complete message(RLC), and
15 finishing the communication by disconnecting the receiving telephone from the receiving switch system.

10. The method as recited in claim 1, further comprising the steps of:

20 in a case where a commercial information announcement is provided by using commercial information announcement generating system,

25 requesting a connection to the commercial information announcement generating system from the originating switch system by sending an initial address message(IAM) when the originating telephone makes a call to the originating switch system, confirming the connection to the originating switch system by sending an address complete message(ACM)

from the commercial information announcement generating system, and replying a receiver connection to the originating switch system by sending an answer message(ANM) from the commercial information announcement generating system in case of charged announcement type;

transmitting the commercial information announcement from the commercial information announcement generating system to the originating telephone and stopping the commercial information announcement when the communication connection fails after the second predetermined time(B-timeout) lapses;

requesting a connection to the receiving switch system or an automatic response application system(ARS, VMS etc) from the commercial information announcement generating system by sending an initial address message(IAM) after the first predetermined time(A-timeout) lapses since the beginning of the commercial information transmission, confirming the connection to the commercial information announcement generating system by sending an address complete message(ACM) from the receiving switch system or the automatic response application system, sending a call progress message(CPG) to the commercial information announcement generating system from the receiving switch system or the automatic response application system after the receiving switch telephone rings by the receiving switch system the receiving telephone, and when a receiver makes a call with the receiving telephone, answering a receiver connection to the

commercial information announcement generating system from the receiving switch system or the automatic response application system;

5 replying a receiver connection to the originating switch system from the commercial information announcement generating system by stopping the commercial information announcement and sending an answer message(ANM) in case of free of charge announcement type, stopping the commercial information announcement in case of charged announcement
10 type;

connecting the communication line between the originating telephone and the receiving telephone; and

15 requesting a release to the commercial information announcement generating system from the originating switch system by sending a release message(REL) when the originating telephone is disconnected from the originating switch system, confirming the release to the originating switch system from the commercial information announcement generating system by sending a release complete message(RLC), requesting a release to the receiving switch system or the automatic response application system by sending a release message(REL) from the commercial information announcement generating system, confirming the release to the commercial information announcement
20 generating system from the receiving switch system or the automatic response application system by sending a release complete message(RLC), and finishing the communication by disconnecting the receiving telephone from the receiving
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switch system or the automatic response application system.

11. The method as recited in claim 1, further comprising
the steps of:

5 in a case where a commercial information announcement
is provided by using commercial information announcement
generating device and an automatic response applied
device (ARS, VMS etc) in an automatic response application
system,

10 requesting a connection to the automatic response
application system from the originating switch system by
sending an initial address message (IAM) when the
originating telephone makes a call to the originating
switch system, confirming the connection to the originating
15 switch system by sending an address complete message (ACM)
from the automatic response application system, requesting
a connection to the commercial information announcement
generating device from the automatic response application
system, replying a connection to the automatic response
application system from the commercial information
20 announcement generating device, and replying a receiver
connection to the originating switch system by sending an
answer message from the automatic response application
system in case of charged announcement type;

25 transmitting the commercial information announcement
from the commercial information announcement generating
device to the originating telephone and requesting a stop
of the commercial information announcement after the first

predetermined time(A-timeout) lapses;

requesting a connection to an automatic response applied device including ARS or VMS etc from the automatic response application system, replying a connection to the automatic response applied system from the automatic response applied device, and replying a receiver connection to the originating switch system by sending an answer message(ANM) from the automatic response application system in case of free of charge announcement type;

connecting a communication line between the originating telephone and the automatic response applied device; and

requesting a release to the automatic response application system from the originating switch system by sending a release message(REL) when the originating telephone is disconnected from the originating switch system, confirming the release to the originating switch system from the automatic response application system by sending a release complete message(RLC), and disconnecting the automatic response applied device from the automatic response application system.

12. The method as recited in claim 1, further comprising the steps of:

25 in a case where the commercial information ringback tone is generated by using the commercial information ringback tone generating system in an intelligent network, making a call the originating telephone to the

originating switch system, requesting a connection to a service switching point(SSP) by sending an initial address message(IAM) from the originating switch system, requesting an analyzed information to a service control point(SCP)

5 from the service switching point, requesting a seize resource to the commercial information ringback tone generating system from the service control point, returning the seize resource to the service control point from the commercial information ringback tone generating system,
10 requesting a connect resource to the service switching point from the service control point, and requesting a connection to the commercial information ringback tone generating system by sending an initial address message(IAM) from the service switching point;

15 confirming the connection to the originating switch system from the commercial information ringback tone generating system through the service switching point by sending an address complete message(ACM), and answering a receiver connection to the originating switch system by sending an answer message from the service switching point
20 in case of charged ringback tone type;

transmitting a commercial information ringback tone to the originating telephone from the commercial information ringback tone generating system;

25 requesting an analyzed information return to the service switching point from the service control point after the first predetermined time(A-timeout) lapses since the beginning of the commercial information ringback tone

transmission, requesting a connection to the receiving switch system by sending an initial address message(IAM) from the service switching point, confirming the connection to the service switching point by sending an address complete message(ACM) from the receiving switch system, ringing the receiving telephone by the receiving switch system, sending a call progress message(CPG) to the service switching point from the receiving switch system, replying a receiver connection to the service switching point by sending an answer message(ANM) from the receiving switch system when a receiver receives a call with the receiving phone, and stopping the commercial information ringback tone by sending a release message(REL) to the commercial information ringback tone generating system from the service switching point;

replying a receiver connection to the originating switch system by sending an answer message(ANM) from the service switching point in case of free of charge ringback tone type;

connecting the originating telephone and the receiving telephone; and

requesting a release to the service switching point from the originating switch system by sending a release message(REL) when the originating telephone is disconnected from the originating switch system, confirming the release to the originating switch system from the service switching point by sending a release complete message(RLC), requesting a release to the receiving switch system from

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the service switching point by sending a release message(REL), confirming the release to the service switching point from the receiving switch system by sending a release complete message(RLC), and finishing the communication by disconnecting the receiving telephone from the receiving switch system.

5 13. The method as recited in claim 1, further comprising the steps of:

10 in a case where the commercial information ringback tone is generated by using the commercial information ringback tone generating device of the intelligent peripheral(IP) in an intelligent network,

15 connecting the originating telephone to the originating switch system, requesting a connection to a service switching point by sending an initial address message(IAM) from the originating switch system, requesting an analyzed information to a service control point(SCP) from the service switching point(SSP), requesting a seize resource to the intelligent peripheral(IP) from the service control point, returning the seize resource to the service control point from the intelligent peripheral, requesting a connect resource to the service switching point from the service control point, and requesting a connection to the intelligent peripheral by sending an initial address message(IAM) from the service switching point;

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confirming the connection to the originating switch system from the intelligent peripheral through the service

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5 switching point by sending an address complete message(ACM), and replying a receiver connection to the originating switch system by sending an answer message(ANM) from the service switching point in case of charged ringback tone type;

transmitting a commercial information ringback tone to the originating telephone from the commercial information ringback tone generating system;

10 requesting an analyzed information return to the receiving telephone after the first predetermined time(A-timeout) lapses since the beginning of the commercial information ringback tone transmission, requesting a connection to the receiving switch system by sending an initial address message(IAM) from the service switching point, confirming the connection to the service switching point by sending an address complete message(ACM) from the receiving switch system, ringing the receiving telephone by the receiving switch system, sending a call progress message(CPG) to the service switching point from the receiving switch system, answering a receiver connection to the service switching point from the receiving switch system by sending an answer message(ANM) when a receiver operates the receiving phone, and stopping the commercial information ringback tone by sending a release message to the intelligent peripheral from the service switching point;

20 25 answering a receiver connection to the originating switch system by sending an answer message from the service

switching point in case of free of charge ringback tone type;

connecting the originating telephone and the receiving telephone; and

5 requesting a release to the service switching point from the originating switch system by sending a release message(REL) when the originating telephone is disconnected from the originating switch system, confirming the release to the originating switch system from the service switching
10 point by sending a release complete message(RLC), requesting a release to the receiving switch system from the service switching point by sending a release message(REL), confirming the release to the service switching point from the receiving switch system by sending
15 a release complete message(RLC), and finishing the communication by disconnecting the receiving telephone from the receiving switch system.

14. The method as recited in claim 1, wherein a
20 subscriber connection methods includes methods to make a call an ordinary phone number of normal subscriber, to make a call the ordinary phone number of the receiver by a pre-registered subscriber, and to call a special phone number, and system constructions for generating the
25 commercial information ringback tone in forms of a voice, a text or an image includes a device built-in-switch type, a system built-out-switch type and an intelligent network type, and protocols for connecting the commercial

information ringback tone generating device, commercial information ringback tone generating system and the switch systems includes No.7 ISUP, R2MFC, IPC, X.25, TCP/IP etc, and subscriber's private information are classified into gender, age, region, time band, and earning and the originating telephone is provided from the commercial ringback tone generating system commercial information instead of an original ringback tone during a communication wait by selectively the subscriber's private information.

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15. The method as recited in claim 1, wherein the commercial information excluding the ringback tone or the guide message includes at least one of advertisement, music, news, greeting information, weather, sports, stock, 15 humor, entertainment, bio-rhythm, fortune, position, entertainer, fee information, and the subscriber includes at least one of wire communication subscribers or wireless communication subscribers such as mobile communication subscribers.

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16. The method as recited in claim 1, wherein the communication system includes at least one of a wire communication system or a wireless communication system including a mobile communication system for communication between an originating side and a receiving side, the commercial information excluding the ringback tone or the guide message have at least one form of a voice form, a text form or an image form.

17. The method as recited in claim 1, wherein the call process function transmitting to the originating telephone of the subscriber the commercial information excluding the ringback tone or the guide message instead of the ringback tone during a communication wait, is applied to at least one of the patterns possible to be combined with an original ringback tone or an original guide message and the commercial information ringback tone, such as a first pattern for transmitting the commercial information to the originating telephone during a communication wait, a second pattern for transmitting the commercial information to the originating telephone after transmitting the ringback tone or the guide message with a fixed count during a communication wait, a third pattern for transmitting the ringback tone or the guide message to the originating telephone after transmitting the commercial information for a predetermined time during a communication wait, a fourth pattern for transmitting the ringback tone or the guide message to the originating telephone after transmitting the commercial information to the originating telephone for the predetermined time since the ringback tone or the guide message with a fixed count transmits during a communication wait, and a fifth pattern for simultaneously transmitting the ringback tone or the guide message and the commercial information ringback tone.

18. An information generating device having a

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5 communication system including an originating telephone, a receiving telephone including an ordinary telephone, a mobile telephone(CDMA, PCS, TDMA, GSM AMPS, IMT-2000 type etc) a video phone, a satellite phone, an internet phone etc, a subscriber communication line and a relay communication line which are positioned in a switch system, the device comprising:

10 a commercial information server for providing commercial information including advertisement, music, composite information(news, weather, sports, stock information, humor, entertainment etc), subscriber information(bio-rhythm, fortune, position, entertainer information, stock, fee information etc);

15 a voice/text/image/commercial information ringback tone generating device for providing a commercial information ringback tone in forms of a voice; a text, or an image from the commercial information server to the originating telephone which is on wait through the subscriber communication line, the voice/text/image commercial information ringback tone generating device 20 being provided in the switch system;

25 a voice/text/image commercial information ringback tone generating system for providing a commercial information ringback tone in forms of a voice, a text, or an image from the commercial information server to the originating telephone which is on wait through the relay communication line and the subscriber communication line, the voice/text/image commercial information ringback tone

generating system being provided outside of the switch system; and

A 5 a subscriber's private information server for providing subscriber's private information individually in terms of regions, gender, ages and time bands, the commercial information ringback tone is provided depending on the subscriber's private information.

19. An information generating device as recited in
10 claim 18, wherein the device generates the commercial information in forms of the voice, the text or the image from an automatic response system(ARS), a voice mailing system(VMS), from a voice information service system(VIIS) etc to an originating telephone of subscriber during
15 communication wait.

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